


Portfolio

Wisconsin Cooperative Education Skill Certification Executive Leadership in Marketing

Coop Areas Completed	Student Information
Economic Foundations 20	
Communications and Interpersonal Foundations 31	Student _____ Phone _____
Professional Development 10	
Marketing and Business Foundations 28	School _____ Phone _____
Advanced Communications and Interpersonal Foundations 20	
Advanced Marketing and Business Foundations 21	Teacher Coordinator _____ Phone _____
	Workplace Mentor _____ Phone _____
	Other Information:
<div> <div>Start Date _____</div> <div>End Date _____</div> </div>	

Executive Leadership in Marketing Skill Standards Rating Scale

- 3 Proficient—able to perform entry-level skills independently.
 2 Intermediate—has performed task; may need additional training or supervision.
 1 Introductory—is familiar with process but is unable, or has not had the opportunity, to perform task; additional training is required.
SB School Based
WB Work Based

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	

Economic Foundations

18 competencies must be achieved at level 2 or 3

1. Distinguish between economic goods and services						
2. Explain the concept of economic resources						
3. Describe the nature of economics and economic activities						
4. Determine forms of economic utility created by economic activities						
5. Describe the principles of supply and demand						
6. Describe the concept of price						
7. Explain how price is impacted by the interaction of supply and demand						
8. Explain the types of economic systems						
9. Explain the relationship between government and business						
10. Explain the concept of private enterprise						
11. Determine factors affecting a business's profit						
12. Explain the concept of competition						
13. Explain the concept of productivity						
14. Explain the concept of organized labor and business						
15. Explain the measures used to analyze economic conditions such as Consumer Price Index and Gross Domestic Product						
16. Analyze current economic problems						
17. Examine the nature of international trade						
18. Identify the impact of cultural and social environments on world trade						
19. Evaluate the influences on a nation's ability to trade						
20. Analyze a country's cultural, political, economic and demographic environments						

Communications and Interpersonal Foundations

28 competencies must be achieved at level 2 or 3

1. Explain the nature of effective communications (verbal, written)						
2. Apply effective listening skills						
3. Use proper grammar and vocabulary						
4. Handle telephone calls in a businesslike manner						
5. Write business letters, informational messages and inquires						
6. Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones, etc.)						
7. Convince others of a point of view						
8. Make oral presentations						
9. Prepare simple written reports						
10. Explain the use of inter-departmental/company communications						
11. Demonstrate basic word processing skills						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
12. Demonstrate basic word presentation software skills						
13. Demonstrate basic database skills						
14. Demonstrate basic spreadsheet skills						
15. Demonstrate basic search skills on the web						
16. Identify desirable personality traits important to business						
17. Maintain positive attitude						
18. Demonstrate responsible behavior, honesty and integrity						
19. Recognize personal biases and stereotypes						
20. Demonstrate work ethics						
21. Demonstrate self-control						
22. Explain the concept of self-understanding and self-esteem						
23. Use feedback for personal growth						
24. Adjust to change						
25. Make decisions						
26. Set personal and professional goals						
27. Develop cultural sensitivity						
28. Participate as a team member						
29. Explain the concept of customer service						
30. Demonstrate problem-solving skills						
31. Interpret business policies to customers/clients						

Professional Development

9 competencies must be achieved at level 2 or 3

1. Assess personal interests and skills needed for success in marketing and business						
2. Analyze employer expectations in the business environment						
3. Explain the rights of workers						
4. Explain employment opportunities in marketing and business						
5. Utilize job search strategies						
6. Complete the job-seeking process						
7. Explain the need for ongoing education as a worker						
8. Explain possible advancement patterns for jobs						
9. Develop an individual professional portfolio						
10. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows)						

Marketing, and Business Foundations

25 competencies must be achieved at level 2 or 3

1. Explain marketing and business and its importance in a global economy						
2. Describe marketing functions and related activities						
3. Explain the nature and scope of purchasing						
4. Explain company buying and purchasing policies						
5. Explain the concept of production						
6. Explain the concept of accounting						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
7. Calculate net sales						
8. Describe the nature of cash-flow statements						
9. Prepare a profit and loss statement						
10. Explain the concept of finance						
11. Explain the concept of management						
12. Contrast management styles and practices						
13. Describe the nature of budgets						
14. Describe the crucial elements of TQM culture						
15. Explain the nature of continuing improvement strategies						
16. Explain the types of business ownership						
17. Describe current business trends						
18. Identify the ways that technology affects marketing and business						
19. Explain basic types of business risk						
20. Describe the concept of insurance						
21. Explain routine security precautions						
22. Open and close a business facility						
23. Follow safety precautions						
24. Explain procedures of handling accidents						
25. Explain the nature of legally binding contracts						
26. Orient new employees						
27. Explain the nature of overhead and operating costs						
28. Describe planning tools used by management (budgets, forecasts, financial statements, schedules) to control operations						

Advanced Communications and Interpersonal Foundations

18 competencies must be achieved at level 2 or 3

1. Give directions for completing job tasks						
2. Plan and conduct a meeting						
3. Describe ethical considerations in providing information						
4. Explain ethical issues in protecting trade/business secrets						
5. Demonstrate creativity						
6. Use time management principles						
7. Explain management's role in customer service						
8. Use appropriate assertiveness						
9. Demonstrate negotiation skills						
10. Explain the nature of organizational change						
11. Describe the nature of organizational conflict						
12. Convince others of a point of view						
13. Conduct research on a leadership topic						
14. Present research findings/conclusions on leadership investigation						
15. Develop a professional image						
16. Define and give examples of leadership and leadership styles						

Description of Skills	Rating			Initials		Comments
	3	2	1	SB	WB	
17. Assess qualities needed by leaders						
18. Interview leaders and report findings						
19. Read and summarize current events relating to leadership						
20. Explain the nature of stress management						

Advanced Marketing and Business Foundations

19 competencies must be achieved at level 2 or 3

1. Apply ethics in personnel issues						
2. Plan and organize the work of others						
3. Orient new employees						
4. Explain the role of training and human resource management						
5. Explain the nature of leadership in organization						
6. Explain ways to build employee morale						
7. Explain the concept of staff motivation						
8. Explain the relationship between communication of employee motivation						
9. Facilitate a team-building workshop or seminar for your class or work team						
10. Explain the concept of employee participation in decision making						
11. Provide reinforcement of work efforts						
12. Encourage team building						
13. Assess employee morale						
14. Explain the nature of remedial action						
15. Develop and implement a community/school project						
16. Provide leadership to a community/school project						
17. Evaluate the results of a community/school project						
18. Solve problems effectively and in a timely manner						
19. Make appropriate decisions						
20. Gain group consensus						
21. Develop and apply ways to improve quality						

The Competencies in This Portfolio Have Been Endorsed By:



Wisconsin and National DECA



Wisconsin Association for
Leadership in
Education and Work



Wisconsin
Manufacturers
and Commerce



Wisconsin Association for
Career and Technical
Education



Wisconsin Marketing
Education Association



Wisconsin
Technical College
System

***Milwaukee Sales
and Marketing
Executives***

***Sales and Marketing
Executives
of Wisconsin***



Wisconsin
Department
of Public Instruction